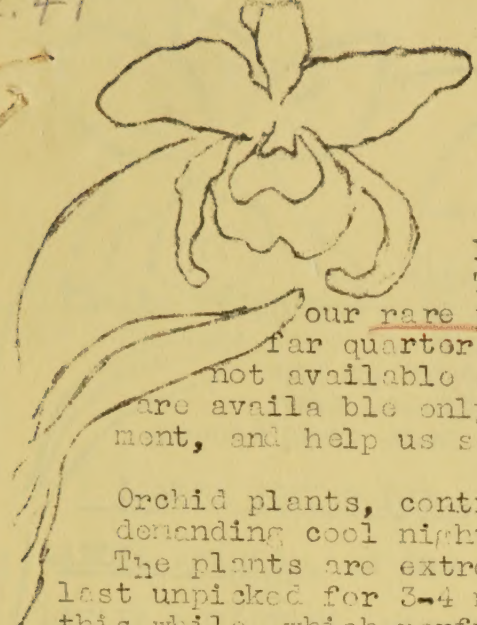


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Julia G. Seale

RARE PLANT DEALER
16 GALLISON AVENUE
MARBLEHEAD, MASSACHUSETTS, U.S.A.

LIBRARY
U.S. DEPARTMENT OF AGRICULTURE
★ DEC 11 1953

DEAR CUSTOMER:

Thank you for your recent enquiry concerning our rare plants. We offer many types imported from the far quarters of the world, many our own introductions & not available elsewhere. Unfortunately most of these plants are available only in limited quantity, so to avoid disappointment, and help us serve you better, please order early.

Orchid plants, contrary to the usual opinion are extremely hardy, demanding cool nights as low as 50 degrees to properly flower. The plants are extremely long-lived, and when in bloom the flowers last unpicked for 3-4 months. They give off a delicate perfume all this while, which perfume is unfortunately lost when the flower is cut and placed in an ice box. They flower freely, each spray carrying from 4-6 large blooms: surplus flowers find ready sale, and can easily be the foundation for a lucrative business.

The orchids we are offering are the easiest to grow types from the cool mountainous regions of Asia and South America, with a little attention to their simple requirements success is assured. If you can grow African Violets, you can orchids!!! It is as easy as that.

With modern Air Express, we receive these plants in excellent condition, as fresh as the day they left their native regions. Thus we are able to offer them at unbelievably low prices. We offer novices, who would like to try their first orchid plants introductory blooming sizes of two of the easiest orchids to grow, *Laelia majalis* (purple) or *Coelogyne cristata* (white) for \$2.25, plus 25¢ for special potting material, pp. We think this is the country's outstanding orchid value. For the more advanced enthusiast, we offer a wider selection of species orchids & hybrids, plus seedlings of our own raising. For those people who would like to have their own seed incubated, we offer a special incubation service.

We are proud to announce we have been appointed the new resident American representative for SUTTON'S, the Royal Seedhouse of England. This fine old English house, has been furnishing quality seeds to the discriminating gardening public for the past 160 years, and were seedsman to the Late King George VI.

In these sheets we only offer a limited number of their outstanding Garden Specialities, namely their world famous GRASS SEED, Excelsior hybrid digitalis seed, that carries the florets all around the stem, Verbascum, and large flowered Carnations for the garden, Scotch hybrid pansy and Violas. We offer their complete line in their 72 page illustrated colored catalogue, which we will be pleased to send for 25¢, credited to the first \$1 seed order. We are sorry this step is necessary, but the British paper shortage is responsible. For prompt service we carry a complete line of these seeds.

In addition we offer a complete line of rare and unusual plants for the window garden, flower room or greenhouse from Africa, Ceylon, Australia, South America and Asia. Some of these plants don't ship well, and we only offer seeds. If you have some rare plant on your 'must' list we shall be pleased to attempt to obtain it for you. In addition we have some of the rarer aquatic plants and tropical fish. Our list of Garden Lillies, rare and hybrids will be soon be available, if you haven't your copy, please write.

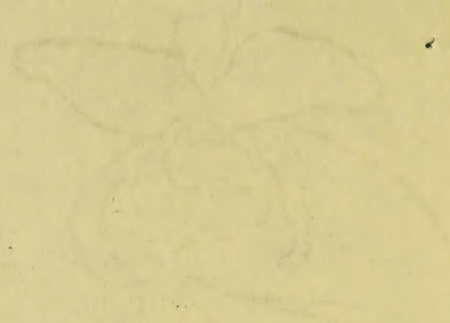
We hope that you find something in our offerings to interest you.

Very truly yours,

Julia G. Seale

SPECIAL ! ! ! !
ITALIANA HYBRIDS
6 for \$1.

Handwritten signature or name at the top left.



Handwritten signature or name at the bottom center.

Small handwritten text or date at the bottom right.

LAELIA ORCHIDS

These handsome orchids are native to the high mountains of South America, and demand for their proper growth & flowering COOL conditions. *L. autumnalis* is the first to

bloom early in the Fall, and some member of the family is in bloom until late Spring. The blossoms are carried four to six on a spray, and they are of good size measuring up to 6 inches in diameter in some species. They make excellent corsages, and are the type flower most people mean when they say 'Orchid'.

LAELIA AUTUMNALIS, purple flowers, 3-7 in number, Oct & Nov.

LAELIA ANCEPS, of the easiest culture with deep rose blooms, Winter

LAELIA GOULDIANA, winter blooming natural hybrid of above two.

LAELIA ALBIDA, small waxy white flowers on robust plant in Spring.

LAELIA MAJALIS, small growing plant with large purple flowers, Spring.

PRICES, Medium blooming sized plants \$3.50, Large \$5. Postpaid

SPECIAL INTRODUCTORY OFFER

For those people who wish to start raising orchids for the first time, we offer introductory sizes of these easiest to grow plants as follows, LAELIA ALBIDA OR MAJALIS, \$2, plus 25¢ extra if special potting osmundine material is desired. Many people have difficulty in obtaining the osmundine, and we will include it with the plants.

LAELIA COLLECTION, introductory sizes of *Laelia anceps*, *Albida Gouldiana*, *Majalis* & *autumnalis*, \$10, plus \$1.25 extra if the potting material is desired. All prices Postpaid. Excellent value. *Laelia Cinnabarina*, *L. Crispa*, *L. purpurata* are usually carried in stock, priced \$5, \$7.50 & \$10.00 depending on variety and size.

PHAIUS

PHAIUS, are absolutely the easiest species for beginners to grow. They are terrestrial orchids that thrive in ordinary soil but demand cool

shady locations and come from Asia. They carry from 20-30 flowers of about 3 inch in diameter from late Fall to summer. *P. BICOLOR*, large flowers brown, white lip bordered rose, yellow throat, grows 4 ft tall in late summer. *P. Blumei*, like *Bicolor*, but color light yellow in Spring. *P. grandifolius*, Yellow brown flowers on tall spike in late Spring. *P. maculatus*, handsome plant only grows 18 inches tall, light green foliage brightly spotted lemon yellow, flowers yellow lip blotched red in

Spring. *P. Mishmiensis*, elongated attractive stems, with light green leaves, look like sugar cane, about 2 ft tall, very beautiful rose colored flowers in Autumn. *P. Wallichii*, Flowers light orange yellow, lip purplish brown, outside white, in Spring. PRICES: medium sized flowering plants @ \$3.50 & \$5. INTRODUCTORY SIZES, *P. Mishmiensis* & *P. Wallichii*, \$2, POSTPAID.

COELOGYNE

COELOGYNE are easy to grow epiphytes from the mountains of Asia, that require cool shaded growing conditions, but do best in a plant room or greenhouse. Four inch

flowers, usually white, are carried in sprays of 4-6 blossoms. *C. barbata*, Large white flowers in Autumn. *C. Corymbosa*, white with yellow eyes, early summer. *C. cristata*, very popular fragrant white blossoms with yellow blotch, midwinter. *C. flaccida*, creamy white, early summer. *C. fuscens*, pale brown, suffused red, late autumn. *C. oculata*, large white scented. *C. ochracea*, white with yellow speckles. *C. ovalis* pale brown, lip blackish brown in early Autumn. *C. rigida*, white, mid-winter. PRICES. Medium plants, \$3.50, larger \$5, any 3 for \$10. INTRODUCTORY sizes \$2, any five for \$10. 25¢ additional if special potting material required.

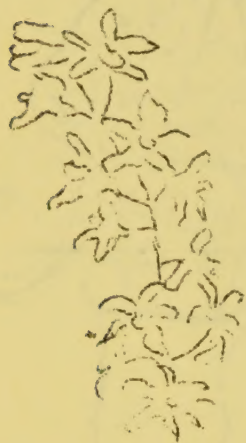
BEGINNERS COLLECTION SPECIAL 3 PLANTS, easy to grow \$5, consisting of 1 *Laelia*, 1 *Phaius* and 1 *Coelogyne*, plus 50¢ additional for special potting material, if required, postpaid.

ODONTOGLOSSUMS & ONCIDIUMS ARE ALSO AVAILABLE, MODERATELY PRICED. CUSTOM INCUBATION SERVICE FOR YOUR SEED, OR FLASKS OF SEEDLINGS.

JULIA G. SEIDE, 16 GALLISON AVENUE, MARBLEHEAD, MASSACHUSETTS, USA.

BEAUTIFUL ORCHID HYBRIDS & SPECIES

CYMBIDIUM



CYMBIDIUMS are a very popular genus of semiterrestrials characterized by beautiful foliage growth similar to the old fashioned pandanus plants, and long racemes of flowers about 4 inches in diameter, of heavy substance, good for corsages, about 20-40 blooms on a stem.

SPECIES, these are wild orchids, exactly as they grow in nature, many of them collected in their native jungles for export. With modern Air Express they arrive in excellent condition. All species are beautiful, and all hybrids are derived basically from them. PRICES POSTPAID, @ \$5 and \$ 7.50

- fragrant.
- C. affine, ivory white, lip marked with yellow,
 - C. aliofolium, light yellow, dark purple line in Spring.
 - C. cochleare, crowded raceme of chocolate & pink blooms yellow lip.
 - C. eburneum, large white flowers in Spring. @ \$7.50 & \$10.00
 - C. elegans, Straw yellow flowers, closely set in autumn.
 - C. giganteum, heavy spikes on a vigorous growing plant of ocre yellow blooms transversely marked brown. Fastest to grow.
 - C. grandiflorum, Bright yellow & green blooms in late winter, red lip.
 - C. l'ansonii, yellowish green flowers, yellow lip.
 - C. insigne, four inch white flowers in late Spring.
 - C. lancifolium, pale white, striped with red on erect spikes.
 - C. longifolium, pale green with brownish purple stripes, purple spotted white lip borne on a long raceme.
 - C. lowianum, Splendid exhibition orchid with yellowish green blooms marked with brown lip cream colored and a conspicuous V shaped blotch of crimson. Flowers borne on long raceme, lasting three months on plant in Spring, @ \$7.50, \$10, \$15.
 - C. masteresii, Sweetly scented ivory white, flushed with pink in late winter. @ \$7.50, \$10, \$15.
 - C. munroanum, terrestrial with straw yellow scented streaked purple.
 - C. pendulum, purple brown on long pendant racemes
 - C. sinonsianum, rare white with crimson midline, sweetly scented in late summer. @ \$7.50, \$10 & \$15.
 - C. sinense, sweetly scented flowers on erect raceme in autumn.
 - C. tracyanum, a magnificent species with yellowish brown blooms creamy white lip spotted crimson, very sweetly scented and long lasting in autumn. @ \$ 7.50, \$10 & \$15.
 - C. whitae, dull red flowers in late autumn spotted pink. @ \$7.50 & \$10.

HYBRID CYMBIDIUMS

- C. x Alexanderi, (Eburneo lowii x Insigne) White
- C. x Beryl (Lowii x Pauwelsii), a very showy hybrid
- C. x Ceres (l'Ansoni x Insigne) Deep Rose
- C. Ceres x Alexanderi C. x Doris, yellow, Large plants @ \$25.
- C. x Cybil, a lovely hybrid

Above hybrids @ \$10 & \$15.

- C. Garmieanum, closely set yellow straw flowers flushed brown in late Autumn on this natural hybrid between C. elegans x C. giganteum. @ \$7.50, \$10

SPECIES ALSO AVAILABLE

- C. cyperifolium Erectly carried green lip, spotted purple, sweetly scented in winter, @ \$7.50 & \$10.00.
- C. Devonianum, purplish brown with green lines, purple mottled lip in Spring. @ \$5, \$7.50

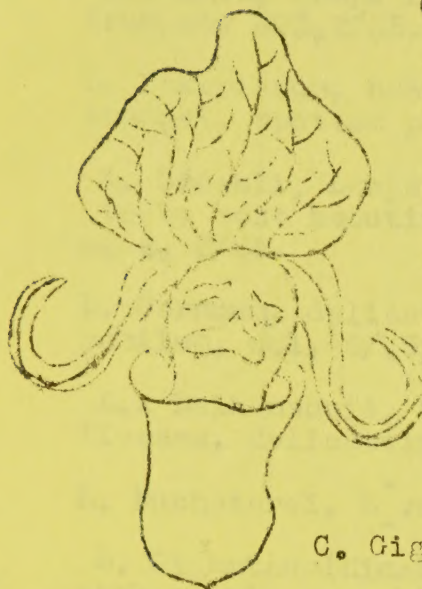
BACK BULBS, the prices of species plants are so reasonable, it really doesn't pay you to buy back bulbs. However, if you insist, just write for prices.

SEEDS & SEEDLINGS, seeds \$3 a packet, seedlings of good crosses available, @ \$1. CUSTOM INCUBATION, we will grow your seed, or furnish seed flasks, 250 flasks @ \$10, 750 flasks, @ \$20.

Other SPECIES AVAILABLE, AERIDIES, CALANTHE, CATTLEYA, CIRRHOPETALUM, COELOGYNE, CYPRIPIEDIUM, DENDROBIUM, ODONTOGLOSSUM, ONCIDIUM, PHAIUS, PHALAENOPSIS, LAELIA & VANDA. MINOR SPECIES ALSO, write your interests.

JULIA G. SEIDE, 16 GALLISON AVENUE, MARBLEHEAD, MASSACHUSETTS, USA.

CYPRIPEDIUM



CYPRIPEDIUM are handsome terrestrials, whose name is derived from Greek, meaning 'Venus' foot', referring to the large pendulous lip. These plants demand cool, moist shaded growing conditions.

SPECIES & HYBRIDS

CYPRIPEDIUM BELLEFLEUR, shell-shaped flower, white, profusely spotted purple, long lasting in late summer.

C. loxialii, yellowish green, tinged with purple and spotted brown purple in late Spring.

C. Charlesworthii, white suffused with rosy purple, long lasting in late summer.

C. Fairrieanum, most elegant & dainty species flower ciliate white, veined purple, autumn.

C. Giganteum, large flowers, tall spike, autumn

C. hirsutissimum, purple flower, margined green, ciliated and marked in black, long lasting in late summer.

C. insigne, most popular, easy to cultivate. Apple green, spotted (winter) brown purple beautiful spotted, margined white.

C.C. Parishii, straw colored, pale green veins, several on a spike, (summer) petals pendulous, twisted, ciliated, margin purple.

C. venustum, greenish flower, purple stripes, flashed pink, winter.

C. Villosum, Glossy brownish purple flowers, upper sepal pale white.

PRICES, all above plants @ \$5, larger plants @ \$7.50, postpaid.

CYPRIPEDIUM HYBRIDS, we have some very fine hybrids available in very limited quantities, too few to place in general catalogue. If interested, please write for descriptions & quotations.

ALPINE CYPRIPEDIUM SPECIES, these plants are very rare and unusual. They grow in a situation similar to our 'Leaf Slippers' but are more brilliantly colored. We can occasionally supply the following species, C. tibeticum, C. himalaicum, C. elegans, C. cordigerum and we can also supply liberal packets of seed. Prices of plants, @ \$7.50 and \$5, seed, liberal packet \$5. These plants should be hardy in the South, and sheltered positions in North. On special order, we will supply 250cc flasks of mixed seedlings, about 200 for \$12, and our usual sized 750 flasks, 650 seedlings, \$25.

MOTH ORCHIDS

PHALAENOPSIS



Much admired for beauty & elegance. Epiphytes, that love moisture & shade. These plants require high temperatures and high humidity. Only for greenhouse culture.

SPECIES

P. anabilis, Large white red spotted flowers in winter.

P. Marshallii, yellow barred brown, Sum.

P. Parishii, var lobbii, small flowers on dwarf scape brown, center in summer

P. grandiflora, One of the finest for size & beauty. Flowers white tinged yellow in winter

P. Schilleriana, exceptionally handsome, mauve blooms on free branching scape in winter.

PRICES (above plants, blooming sized, @ \$5, larger @ \$7.50.

PHALAENOPSIS HYBRIDS, a few hybrids are carried, too few to list, if interested, write for quotations.

CUSTOM INQUIRY SERVICE for your seed is available

GARDEN LILIES are the aristocratic accents in the border. Some member of the family is blooming from June to Frost. We only offer the most unusual species & hybrids.

L. x Aureliense, hybrids of Henryi & Sargentiae. Vary in color, white to yellow, shape from reflexed to trumpet. @ \$3.2/\$5.

L. Bakerianum, beautiful white trumpet, spotted purple, @ \$3, 2/\$5.

L. Brownii, Large white trumpet, said to be most beautiful tailored lilly.
 @ 2, 3/\$5.

L. Cernuum, delicately lilac, similar to L. punilum, \$1, 6/\$5.

L. x Dalhansonii, beautiful dark purple brown flowers, delicately flecked yellow. @ \$3.25

L. Duchaterei, Lively pink Turk's cap, @ \$1.50, 4/\$5.

L. Giganteum(Himalayia cum), Large white trumpets, with purple spreckled throat on stems to 12 ft tall. Large flooring sized bulks only @ \$3. 2/ \$5.

L. Linkongense, delicate pink, 23.

L. Mackkinæ, shallow pink trumpet, @\$4, 3/\$10.

L. Monodelphum (Szovitzianum), earliest yellow in Spring, @ \$3.

L. Neilgherrense, beautiful tubular yellow, @ \$3, 2/\$5.

L. Nepalense, drooping reflexed yellow, @ \$3, 2/\$5

L. Nepalense, Var. robusta, more flowers per stem, @ \$5.

L. Ochraeceum, nodding yellow flowers, 2/3, 2/5

L. Papilliferum, reflexed red nodding blooms, @ \$4, 3/\$10

L. Phillippinense, extremely large white trumpet, ♂♂5 not hardy.

L. Pomponium, Very early brilliant sealing wax red reflexed, @ \$2, 3/45.

L. Polyphyllum, Creamy white fragrant trumpet flowers, \$3.25.

L. *Pyrenaicum*, Very early bright yellow Turk's cap, $\text{E}\$1.50, 4/\5 .

L. Pyrenaicum, rubra, bright red form, @ \$2, 3/\$5.

L. Sargentiae, Large white trumpet lilly. Beautiful, esp, 2/85.

L. Sulphureum, large white trumpets, handsome plant, E₃, 2/\$5.

L. Thomsonianum, satiny pink flowers, 8¢, 6/5.

L. Wallichianum, Large tubular white trumpets, 2/\$5, 2/\$5.

Seeds. Many lilies are easily grown from seed, particularly the Aureliense hybrids, which will bloom with only 12 months' growth. Packets, @ 50¢.

T.A. Havemeyer, seed of this beautiful Markeen yellow lilly are available and have been hand pollinated with my own Aurelien hybrid trumpets. Packs @ \$1. Will bloom next year!!!! I !

Special MIXED LILLY BULB OFFER, 25 bulbs, \$2.98. Contains assortment of 25 assorted species & hybrids, some large bulbs & some small, plus whatever bulbs left over in the Fall, if any. A real at the end of season bargain.

CUSTOM ORDERS. If you have some hybrid or species on your 'must' list we will be pleased to obtain it for you.

ALL PRICES POST PAID FOR BLOOMING SIZED BULBS, SHIPPED PROPER TIME.

JULIA G. SEIDE, 16 GALLISON AVENUE, MARBLEHEAD, MASSACHUSETTS, USA.

RARE PLANTS REASONABLE

NERINE

NERINES are graceful members of the amaryllis family with bright blooms in the late Fall. Nerine bowdenii @ \$1, 3 for \$2. N. sarniensis @ \$1, 3 for \$2.

AMARYLLIS, summer blooming types, large bold flowers in bright colors. A. blanda, @ \$1, A. rubra Barker, @ \$2/ A. (Sprekelia) formosissima, the 'spider' Amaryllis @ 75¢, 3 for \$2.

CLIVIA, These are the well-known bright orange SOUTH AFRICAN Amaryllids, Special \$1, 3 for \$2.

SPECIAL : : : : !! PANIANA, unusual hybrids from South Africa, special shipment just arrived, 6 for \$1.

EREMURUS

EREMURUS is the so-called FOX-TAIL LILLY from INDIA.

The plants grow from 3-6 feet depending on cultivation, and carries myriads of small flowers of white or yellow, making the plant look like a giant Hyacinth. Very striking in appearance, very handsome foliage, very hardy. @ \$2, 3 for \$5, large flowering sized roots.

SCHIZOSTYLIS, coccinea, red flowered members of the Iris family, extremely easy to grow, 3 assorted \$1.

INCARVELLEAS, so-called hardy Gloxinia, flowers pastel shades of yellow, pink, red and purple which are borne above the delicate ferny foliage. These plants are unusually rare, domestically raised, @ \$1, 3 for \$2. SEEDS SUTTON'S, 50¢ Packet. RHODOLYPOXIS, excellent plant for rock garden from June to Frost. @ \$1.

VALLOTA PURPUREA

LIMITED OFFERING

VALLOTA PURPUREA, is a very rare plant not frequently offered. It is called the SCARBOROUGH LILLY. Another SOUTH AFRICAN AMARYLLID of exquisite beauty. The leaves are long, evergreen and the flowers are carried in late summer in umbels of scarlet, measuring 2 inches across. These bulbs are very large and ready to flower. They are imported directly from SOUTH AFRICA by us, and not carried in Cold Storage to weaken them. Special price \$1.

LILLUM BROWNII This is stated to be the most beautiful of the white trumpet lillies, @ \$2.

ISIMENE GOLDEN QUEEN

RARE GOLDEN FORM of this SOUTH AMERICAN AMARYLLID. The plants are handsome in the garden most of the year, and the flowers are excellent for cutting. Limited number of large healthy blooming sized bulbs, @ \$2. THESE ARE AVAILABLE ONLY IN LIMITED NUMBERS, AND ORDERS WILL BE FILLED STRICTLY IN ROTATION.

HARDY GARDEN LILLY COLLECTION, this is a special introductory lilly collection of exceptional varieties, 7-11 bulbs, depending on rarity for \$2.89, pp. No regals will be included, RARE LILLIES offered in a separate list at reasonable prices, if you haven't received yours, please write for your copy.

PRICES ARE POSTPAID, PLANTS VIA SPECIAL DELIVERY IN WARM WEATHER. JULIA G. SEIDE, 16 Gallison Ave, Marblehead, Mass., USA.

HARDY GARDEN CYCLAMEN

THESE HARDY GARDEN GEMS are identical to the well-known florists' cyclamen, except a little smaller. We offer a fine collection of white, pink, red & sprays of Caraphanthus, C. europeum & C. neapolitanum. Three large blooming sized bulbs for \$1, postpaid.

This is an exceptional offer. The cyclamen is extremely long-lived and will increase to make very large clumps of bright color. Some varieties carry evergreen foliage.

FREESIA

SPECIAL ENGLISH STRAIN FOR GARDEN GROWING

SPECIAL SUMMER BLOOMING GARDEN TYPES! ! ! Lovely little pastel flowers to brighten up the rock garden in late summer when pastels are rare. This is the first time this special strain has been offered. Very limited number available at 3 bulbs for \$1, postpaid.

TILDAGHIA FRAGRANS

A SMALLER MEMBER OF THE AGAPANTHUS family, carrying a starry cluster of blue flowers most of the year on stems 12 to 18 inches tall. They are very fragrant and pleasing and may be grown in pots. The basal foliage is evergreen. 3 Large bulbs for \$1, postpaid.

"HOW TO GROW RARE GREENHOUSE PLANTS" by Ernest Chabat, contains excellent descriptive & cultural directions for most of the plants we offer. We strongly recommend it. Price, \$4, post paid.

AGAPANTHUS UMBELLATUS

THE LILLY OF THE FILE, a rare old-time favorite and one of the most striking plants for the summer garden. Long, narrow, lilylike foliage grows in a clump from the center of which springs the tall flower spike carrying up to 20 bright blue flowers about 30 to 36 inches tall. It is of the easiest culture.

The plants are extremely vigorous and make large handsome clumps. It has been a favorite since Grandmother's day. Large sized bulbs, @ \$1, post paid.

HARDY ROCK GARDEN PLANTS

Pink Madonna!!

RARE OFFERING having delicate pink flowers end of May, with evergreen leaves like L. Candidum. This plant is rarely offered and must be planted in dormant period in the fall. Height 2 1/2 to 3 ft. Botanist list it as Lillium Thompsonii group.

Price: \$1.00 each, 6 for \$5.00.

Excellent for the rock garden.

Madonna Bells - *Nomacharis Aversa*

THIS RARE BEAUTY has delicate pale pink flowers spotted wine purple and is rarely imported.

Limited supply at \$2.00 each, 6 for \$10.00. *NOMACHARIS SEEDS* mixed 25 cents a packet. Also bulbs of *Nom. oxypetala*, pink or white; *Nom. Mairei*, white spotted purple; *Nom. pardanthina*, rose.

Pixie Bells (REG)

NEW!!! DIFFERENT!!!

Delicate little blue and pink lily-like flowers on graceful 18-24 inch stems that suddenly brighten the garden in late May and June, as the little Pixies hang colored bells at night.

Special price, our own hybrids, 6 for \$1.00. Botanically called *Ixiolirion*.

Chrysanthemums Korean Hybrids

THESE ARE THE LATEST SELECTIONS IN GARDENING. They are extremely hardy; wintering where other chrysanthemums would be killed. Flowers ten days ahead of others. Produce abundance of flowers on the plant which are excellent for bouquets. New color notes of pastels: pink, yellow, orange, red and white. Height 2-3 feet.

Plants .. 5 for \$1.00.

Hardy English Ivy

Year round evergreen leaves. With Not harmed by sub-zero weather. Excellent for ground cover and shady places, also for house wall, fences, trellis etc. Strong plants. Price: 4 for \$2.00.

These plants will make a lovely permanent Christmas wreath if trained in a circle over an old wire coat hanger.

Erithronium (Dogtooth Violet)

Like miniature stars with the points drawn back, these unique flowers are further accentuated by strikingly mottled foliage. These charming little spring bloomers thrive in a moist shady place. Flowers yellow,

Price: \$1.00 a Dozen. pp.

JULIA G. SEIDE, 16 Gallison Ave, Marblehead, Mass.

SENSATIONAL!

"HOZE-SPRAY"

(REG)



"HOZE-SPRAY", a sensational development, banishes
Sprayer & Duster maintenance and problems.

No more mixing & measuring. HOZE SPRAY provides
a single large Cartridge of scientifically blended
Bordeaux, Arsenic, Nicotine with a special spreader
that makes the spray STICK.

HOZE SPRAY builds up on the plants, and actually coats
them with a thin almost invisible plating of protect-
ive material.

HOZE SPRAY is effective wherever spraying is indicated
and has been especially designed for Roses and orchids.

One spraying lasts for weeks, and in orchid culture it is possible
to combine humidifying and pest control in one operation.

HOZE SPRAY has been designed by my husband, Dr. Julian K. Seide,
after many years of experimentation, and will be nationally
advertised next year. He has many articles on plant culture
published, the latest in HORTICULTURE for July, page 314
concerning Lily & Orchid Virus. His name was unintentionally
omitted from author's credit, but apology appears in August issue.

HOZE SPRAY is economically priced at 3 large cartridges for \$2.00.
Three cartridges will take care of 500 orchid plants for one year,
or the usual sized home vegetable rose & tomato garden.

SPECIAL OFFER, HOZE SPRAY, combined with leaf absorbing fertilizer,
that will take care of pest and fertilization in one operation,
3 Cartridges \$4.00.

Wholesale prices are available to dealers on request.

CUSTOM INCUBATION SERVICE, we will culture your orchid seed,
or provide flasks of seedlings from choice stock. Price
is \$10 a flask for 250 cc, containing about 500 seedlings, and
\$20 for 750cc flask containing from 800-1000 seedlings. Extra
charge is made if we furnish the seed, depending on variety &
scarcity of selections.

SUTTON'S SPECIALTIES

A New English Foxglove Excelsior Hybrids

A distinct break in this old-English flower. The florets are carried all around the stem, either horizontal or nearly erect and reveal the full effect of the markings and contrasting blotches inside the tubes. The colors range from white through cream, primrose, creamy pinks and rose pinks to deep pink & purple. Height varies with cultivation practice from 3-6 feet.

Very liberal packet of seed, 40¢. Plants available anytime, 3 for \$1.

SUTTON'S VERBASCUM

SUTTON'S VERBASCUM SEED ARE EXCEPTIONAL.

SILVER SPIRE, Hardy biennial leaves & stems covered with short hair, flowers yellow, Ht. 3-5ft.

PHOENICUM, pretty hardy perennial species for the herbaceous border, height 2 feet. Liberal seed packet @ 25¢ Plants available anytime, 3 for \$1.

CARNATIONS

LARGE FLOWERED ENGLISH SELECTED CARNATIONS, including Bizarre, Fancy, Self & others in a wide range of beautiful colors, rivaling Florists' types in size. Mixed colors, 25¢ packet plants 3/\$1.

GRASS SEED

SUTTON'S WORLD FAMOUS GRASS SEED, for seeding bare-spots, or establishing new lawns. This is unquestionably the finest grass seed in the world, of soft, fine, velvety texture not requiring frequent cutting. This mixture is especially blended for American conditions from the same formula as used on England's finest estates.

SUTTON'S UP TO DATE MIXTURE, doesn't require frequent cutting, amazing low price of only \$1 lb, post paid.

SUTTON'S RYE GRASS MIXTURE, somewhat coarser, requiring somewhat more frequent cutting, 60¢ lb, postpaid.

IMPORTANT ! ! ! ! WHEN ORDERING, PLEASE STATE WHETHER SEED IS REQUIRED FOR LIGHT OR HEAVY SOIL, SUN OR SHADE.

PANSY AND VIOLA SCOTCH HYBRIDS

EXTREMELY LARGE FLOWERED STRAINS OF THESE ever favorite strains of these SCOTCH HYBRID PANSY & VIOLAS.

PANSY SEED, MIXED, LIBERAL PACKET 35¢ VIOLA SEED MIXED, 25¢ PLANTS AVAILABLE ANYTIME, 3 for \$1, postpaid.

SPECIAL HYBRID DABIANA BULBS FROM SOUTH AFRICA, a very select strain, good blooming sized bulbs, 6 for \$1.

JULIA G. SEIDE, 16 GALLISON AVENUE, MARLBOROUGH, MASSACHUSETTS, USA.



LADY SLIPPER

LADY SLIPPER (CYPRIPEDIUM) are the most difficult flowers to grow, require culture similar to African Violets. We offer a wide selection of types that flower in variety of colors winter & summer, lasting up to 3 months on the plants. Make lovely corsages.

C. concolor, attractive mottled foliage topped by yellow flowers flecked purple.

C. Callosum, light green foliage with large white & green tinged flowers flecked & striped purple.

C. Fairrieanum, most elegant & dainty flower, veined purple in autumn likened to a ballerina. Called Ballet dancer Lady Slipper.

C. Hirsutissimum, rampant grower with attractive foliage, large purple flower, margined green, ciliated & flecked black long lasting, late summer.

C. Insigne. Most popular and easiest to grow. Apogon, medium sized white flower flecked with brownish purple in winter. Medium sized flower, winter.

C. Villosum. Large flowers, easily grown, burnished. Green, purple & white, with ciliated white margin. Parent of many popular hybrids.

C. Venustum. Attractive mottled purple foliage veined silver, large flowers brownish purple, upper sepal green & white.

Post paid prices to all states including California: Introductory plants \$1.50, 3/45. Medium sized plants \$3.50, 3/40, Largest \$5.

RARER TYPES CYPRIPEDIUM for collectors and interested specialists.

C. Bellatulum. Small growing plant, white & purple mottled foliage.

C. Charlesworthii. Dorsal sepal large green veined rose.

C. ... Mottled green leaves, purple reverse side. Flowers ... reddish purple.

C. Insigne, Var. Harfield Hall. Best specimen, is natural polyploid & invaluable for production of hybrid offspring.

C. Niveum. Delightful dainty silver & purple mottled foliage, lovely white & purple specked flowers.

C. ... strand colored with pale green black spotted. PRICES. Above plants \$12.50, \$15 & \$20, pp. all states including California.

C. Sanderianum, pendulous yellow, purple spotted sepals sometimes 2' long.

C. Spicerianum. Pure white, some green specked purple with central red line. PRICES. Above plants \$12.50, \$15 & \$20, pp. all states.

HYBRID CYPRIPEDIUMS. We have hybrid plants of good breeding available. Please state your interests and if we don't have the plants we will obtain them.

CYPRIPEDIUM ALPINES. These are deciduous forms, that should grow hardy in South and California. They resemble our Lady's Slipper, but the color & shape are more refined. We can supply the following: C. tibeticum, C. himalaicum, C. elegans, C. cordigerum. PRICES, medium flowering \$6, larger \$7.50 all Cypripedium Species.

SEED FLASKS. We can supply seed packets of each species for \$2.50. 100cc of seed, 250cc containing about 300 seedlings, \$12. Larger Flasks, 750cc, containing from 800-1000 seedlings, \$25. These can be sown with mixed seed if you wish several varieties.

STOM INCUBATION. We will scientifically incubate your own seed, or furnish flasks of good seedlings of all popular orchids.

OTHER SEEDLINGS: AERIDIES, COELOGYNE, DENDROBIUM, CLONOGLOSSUM, ONCIDIUM. JULIA G. SEIDE, 16 GALLISON AVENUE, WAREHEAD, MASSACHUSETTS, USA.

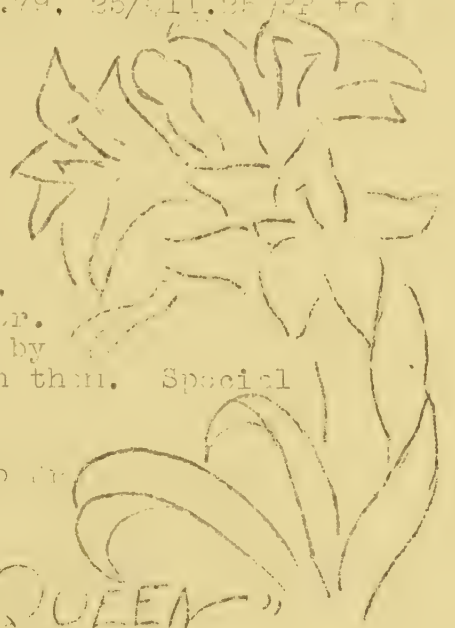
USE \$2004!!



ROSES are the world's most popular flower. We offer only time tried and tested varieties, noted for their long stems and heavy texture.
 PINKS: Contessa de Santiago, Pres. Hoover, Talisman.
 Pink: Better Times, Ed. McFarland, Pink Dawn.
 Yellow: Golden Santiago, Joanna Hill, Sister Therese.
 Red: Reine Marie, Crimson Glory.
 White: Frau Karl Druschki, K. A. Victoria, Mc.
 Greedy's Ivory. Prices, heavy 2 year old, field grown \$1.25, 5/\$5, \$10 doz. PP.
 VALUE, FOR END OF SEASON SHIPMENT ONLY, SAME VARIETIES AS ABOVE.
 Plus hybrid patented varieties, which we can't advertise by name because of low price. Each bush accurately tagged, but shipped later in the season for clearance 5 for \$2.49, 10/\$4.79, 25/\$11.25 PP to

VALLOTA PURPUREA

VALLOTA PURPUREA, is a very rare plant not frequently offered. Called the SCARLETOURCH LILLY. SOUTH AFRICAN AMARYLLID of exquisite beauty. The leaves are long, evergreen. The flowers are carried in late summer in umbels of scarlet, measuring 2 inches across. These bulbs are very large and ready to flower. They are imported directly from SOUTH AFRICA by us, and not carried in cold storage to weaken them. Special price \$1, 6/\$5.

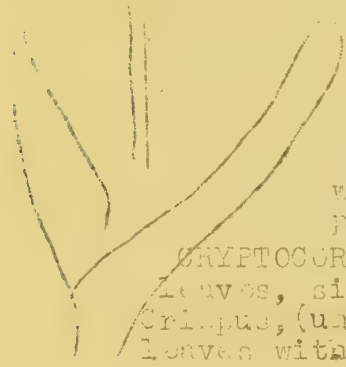


SPECIAL!! PARLANA HYBRIDS, about 1 bulb also from South Africa, special price 6/\$1.

ISMENE GOLDEN QUEEN



RARE GOLDEN QUEEN of this SOUTH AMERICAN AMARYLLID. The plants are handsome in the garden most of the year, and the flowers are excellent for cutting. Limited number of large healthy blooming sized bulbs, \$2. THESE ARE AVAILABLE ONLY IN LIMITED NUMBERS, AND ORDERS WILL BE FILLED STRICTLY IN ROTATION.



WATER LILLY \$1.50!!

WATER LILLY, Nymphaea ciliata, exotic Bulus lilly, will thrive in aquarium, large tub or pool. Large plants \$1.50, 5/\$5 PP in all states.

CRYPTOCORYNE Species, large light green leaves, similar to ciliata, fl. Anagatum Ciliatus, (undulatum) Lovely long light green, gracefully leaves with undulating frilled edges offers beautiful contrast to other plants. @ 25¢, 10/\$2, PP.



Other Aquatic offered Below, All are available also in wholesale lot s. We import fish direct from field collectors all over the world. Wholesale-Retail

ONLY AVAILABLE ON SPECIAL ORDER:

SCHEUCHZERIA, coccinea, red flowered members of the Iris family, extremely easy to grow, 3 assorted \$1.

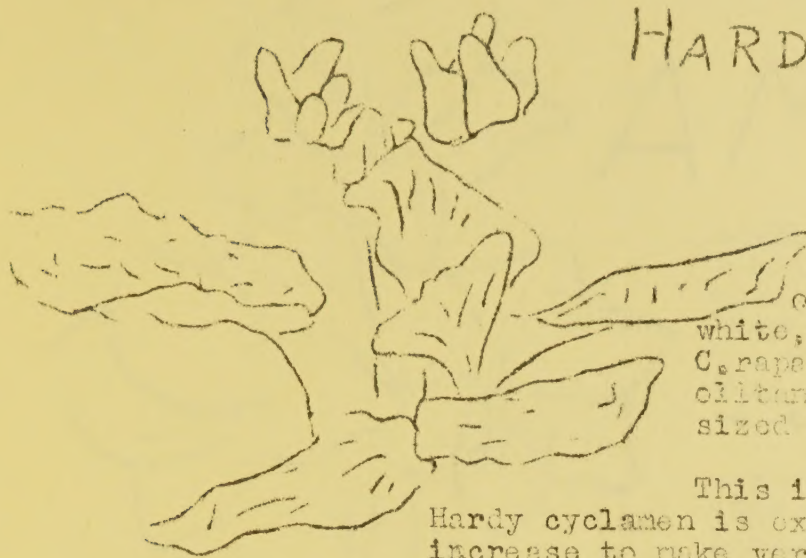
REODORHYPONIS, excellent plant for rock garden from June to frost, @ \$1.

AQUATIC PLANTS: CRYPTOCORYNE cordata beautiful small bright red leaves up to 6 inches long @ 75¢. If ordered with something else post paid.

PARTELLIANA: brilliant large plant, bright red underneath like Rhubarb, contrasted with dark red on leaf tops. Grows rapidly and constantly sends out runners. Price \$1.50, 6 plants \$7.30, tank raised in our own greenhouses.

RARE PLAN

HARDY GARDEN CYCLAMEN

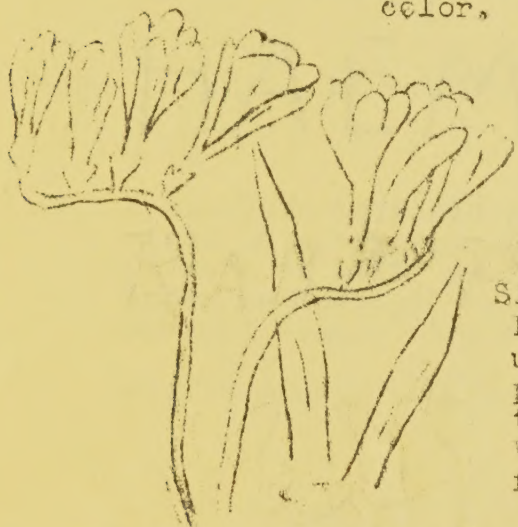


THESE HARDY GARDEN GEMS are identical to the well-known florists' cyclamen, except a little smaller. We offer a mixed collection of white, pink, red & speckled of C. rapunculoides, C. europeum & C. neapolitanum. Three large blooming sized bulbs for \$1, postpaid.

This is an exceptional offer. Hardy cyclamen is extremely long-lived and will increase to make very large clumps of bright color. Some varieties carry evergreen foliage.

FREESIA

SPECIAL ENGLISH STRAIN FOR GARDEN GROWING



SPECIAL SUMMER BLOOMING GARDEN TYPES!!! Lovely little pastel flowers to brighten up the Rock Garden in late summer when pastels are rare. This is the first time this special strain has been offered. Very limited number available at 6 bulbs for \$1, postpaid.

TULBAGHIA FRAGRANS



A SMALLER MEMBER OF THE AGAPANTHUS family, carrying it starry cluster of blue flowers most of the year on stems 12 to 18 inches tall. They are very fragrant and peaking and may be grown in pots. The basal foliage is evergreen. 3 Large Bulbs for \$1, postpaid.

"HOW TO GROW RARE GREENHOUSE PLANTS" by Ernest Chabot, contains excellent description & cultural directions for most of the plants we offer. We strongly recommend it. Price, \$4, post paid.

AGAPANTHUS UMBELLATUS



BLUE LILLY OF THE NILE, a rare old-time favorite and one of the most striking plants for the summer garden. Long, narrow, lily-like foliage grows in a clump from the center of which springs the tall flower spike carrying up to 20 bright blue flowers about 30 to 36 inches tall. It is of the easiest culture.

The plants are extremely vigorous and make large handsome clumps. It has been a favorite since Grandmother's day. Large sized bulbs, @ \$1, post paid.

AMARYLLIS

AMARYLLIS (HIPPEASTRUM) We offer largest flowered hybrids of these bold bright brilliant easiest to grow spring flowering beauties. Colors range from purest white, thru salmon delicate red penciled two-toned to boldest red.

Large bulbs, 9 inches in circumference give two spikes, @75¢, 3/¢1.50. Larger 3/¢2. Mixed colors only, post paid.

HAEMANTHUS

HAEMANTHUS KATHARINAE, the most gorgeous of these rare South African amaryllids carrying spectacular umbels of scarlet flowers on stiff two foot stem over evergreen palmate leaves. Known as Football Lily. Large bulbs @2, 3/¢5. This is an unusual value, compare our prices. Convince yourself.

ZEPHYRANTHUS, GOLDEN QUEEN, bright golden, special 5/¢1 pp.

HARDY LILLY

For best success Hardy lillies should be planted in fall & winter, even if ground is covered with snow. To introduce our customers to these lovely flowers we offer:

HARDY LILLY COLLECTION, the country's outstanding value, 25 large flowering sized bulbs of assorted easy to grow varieties for only \$2.98 pp. Larger sized bulbs, same collection, \$3.98 pp. any state.

CLIMBING LILLY, LILIUM (ROTHCHILDII) GLORIOSA SUPERBA, climbs to 3 feet in summer and carries graceful yellow & red striped lilly blossoms. Healthy flowering sized stock @75¢, 3 for \$2 pp.

EUCHARIS LILLY

EUCHARIS LILLY, large pure white flowers carried 4 to a stem, healthy flowering sized bulbs 6 inches in circumference @ 75¢, 3/¢2 pp.

CURCUMAS LILLY (HERB)

CURCUMAS LILLY is a climbing perennial carrying lovely white flowers. From this plant is made the famous oriental herb, curry. Full directions for herb preparation & cultural directions with the large sized bulbs @75¢, 3/¢2.

CUSTOM COLLECTION. Select any 3 bulbs for 75¢, yours for \$2 pp. in any state, including California State. PLEASE AVOID DISAPPOINTMENT, LIMITED QUANTITIES, ORDER EARLY.
Julia G. Seide, 16 Gallison Ave., Marblehead, Massachusetts, USA.

